

GOVERNMENT OF ANDHRA PRADESH
ABSTRACT

Information & Public Relations– Advertisements– Categorization of Magazines and souvenirs for issue of advertisements on the lines of Small & Medium Newspapers- Constitution of Committee – Orders – Issued.

GENERAL ADMINISTRATION (I&PR.I) DEPARTMENT

G.O.Ms.No: 545

Dated: 14-09-2011

Read the following:

1. G.O.Ms.No.590, General Administration (I&PR-I) Dept., dt.06.10.2010.
2. G.O.Ms.No.736. General Administration (I&PR-II) Dept., dt.29.12.2010.
3. Govt. Memo.No:2785/I&PR.II/A1/2011-8, Dt.21-04-2011.
4. From the Commissioner, Information and Public Relations, Hyderabad, Lr.No.10634/Advt.I/2011, dated: 30-08-2011.

ORDER:

The Commissioner, Information and Public Relations, Hyderabad in the reference 4th read above has reported that Government have constituted three committees with Senior Officers of Information and Public Relations Department, for verification of Small Newspapers in the State for categorizing them to issue advertisements and accreditations vide G.O.Ms.No:590, General Administration (I&PR.I) Department, Dated. 06-10-2010.

2. Government have issued orders vide G.O.Ms.No:736, General Administration (I&PR.II) Department, Dt.29-12-2010 and Memo.No:2785/I&PR.II/A1/2011-8, Dt.21-4-2011 for release of advertisements to Small Newspapers as per the categorization of A, B & C based on the recommendations of the Committees, and also constituted another committee for empanelment process and fixation of rates of Small Newspapers. At present, the Committee is taking decisions with regard to releasing of advertisements to Magazines and Souvenirs upto the worth of Rs.25,000/- and anything over and above of it the Government releases advertisements. A policy has to be evolved for issue of advertisements to Magazines and Souvenirs on the lines of Small Newspapers duly categorizing them since several Magazine Editors are approaching the Government for advertisements and also requesting for sanction of huge amounts. The Commissioner, Information and Public Relations, has proposed a committee with the following officers to frame guidelines for adopting a policy for issue of advertisements and sanction of amounts to the Magazines and Souvenirs.

- 1) Sri A. Subhash Goud, Director
- 2) Sri D. Sreenivas, Joint Director (MR&Advt.)
- 3) Sri K. Rajababu, Joint Director (Advt.)
- 4) Sri N. Venkatesh, Deputy Director (Admn.)

The Commissioner, Information and Public Relations, has further reported that while preparing guidelines, the following issues can be verified to frame suitable policy for Magazines, Souvenirs and Special Publications for issue of advertisements and sanction of amounts and also requested to direct the Committee to complete the categorization within one month. It is desirable to do away releasing of advertisements to magazines, souvenirs, books and special publications till the process is over. The Commissioner, Information and Public Relations, has finally requested the Government to constitute the Committee as proposed.

Magazines	Souvenirs/Special Issues	Books/ Special Publications
1) Verification of RNI	1) Credibility of the Organization	1) content to be published
2) Readership	2) whether registered or not	2) Whether useful to the public or not
3) Circulation	3) Bylaws of the organization	3) Credibility of the writer
4) Regularity	4) Activities Previously done	4) Previous Publications
5) Sale Points	5) Purpose of Souvenir	5) No. of copies to be published
6) Quality of the Magazine	6) Occasion for the Souvenir	6) Should not be part of any newspaper or Magazine.
7) Content of the Magazine	7) Periodicity	
8) Quality of the Newsprint		
9) Total No. of Pages No. of Pages (Color) No. of Pages (B&W)		
10) Size of the Magazine		
11) Periodicity		

Government after careful examination of the matter hereby constitute the Committee with the following officers of Information & Public Relations Department to prepare guidelines for adopting a suitable policy for issue of advertisements and sanction of amounts to the Magazines, Souvenirs, Special Issues, Books and Special Publications.

1. Sri A. Subhash Goud, Director
2. Sri D. Sreenivas, Joint Director (MR&Advt.)
3. Sri K. Rajababu, Joint Director (Advt.)
4. Sri N. Venkatesh, Deputy Director (Admn.)

The Commissioner, Information and Public Relations shall do away releasing of advertisements to Magazines, Souvenirs, Special Issues, books and Special Publications till the process is completed by the above Committee. The Committee shall complete the categorization within one month.

The Commissioner, Information & Public Relations shall take action accordingly.

(BY ORDER AND IN THE NAME OF THE GOVERNOR OF ANDHRA PRADESH)

B.VENKATESHAM
EX-OFFICIO SECRETARY TO GOVERNMENT

To
The Commissioner,
Information and Public Relations,
Hyderabad.
All Collectors & District Magistrates,
The individuals through Commissioner, Information and Public Relations,
The Pay and Accounts Officer, A.P., Hyderabad.
The Accountant General, A.P., Hyderabad.
SF/SC.

//FORWARDED::BY ORDER//

SECTION OFFICER